

# What Good Speakers, Writers, and Representers do Before Speaking, Writing, and Representing

- ♦ About what am I speaking, writing, or representing?
- ♦ What do I know about this topic?
- ♦ What message do I need to communicate?
- ♦ What questions need to be answered?
- ♦ What is my role or point of view?
- ♦ What do proficient speakers, writers, representers do to create quality texts?

- ♦ For whom am I speaking, writing, or representing?
- ♦ What do I know about my audience (e.g., age, interests, needs, gender, background)?
- ♦ Why am I speaking, writing, or representing?
- ♦ What is my purpose (convince, persuade, defend,...)?
- ♦ What am I trying to do in this communication?
- ♦ Should I use a formal or informal stance?

- ♦ What do I know and need to know about the topic?
- ♦ What types of information (e.g., data, anecdotes, visuals) will appeal to my selective audience and serve my purpose?
- ♦ What are the specific ideas that I need to include?
- ♦ What points need to be made?
- ♦ Where will I find missing or additional information?

